

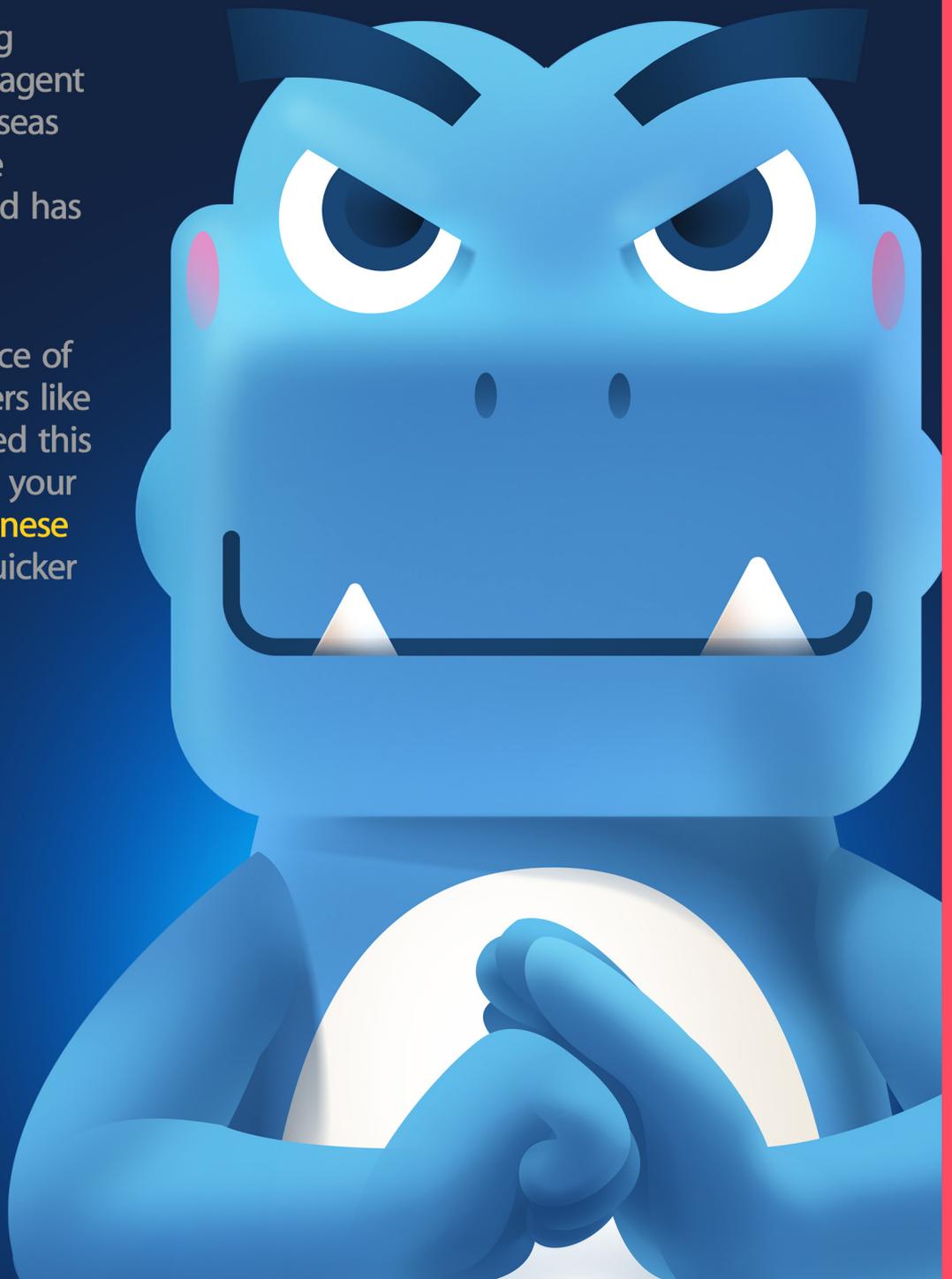
# A BEGINNER'S GUIDE

To Buying from Chinese Online Marketplaces  
By Superbuy

Thank you for choosing **Sueprbuy**, a shopping agent service that helps overseas shoppers buy from the greatest store the world has ever known—**China!**

Based on our experience of serving foreign shoppers like you, we have developed this guide to help you find your desired items from **Chinese online marketplaces** quicker and easier.

**Superbuy**  
www.superbuy.com



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## Part I. Search

### 1.1 Select an Online Shopping Platform

#### (1) Taobao



Alibaba-owned Taobao is one of the top players in the Chinese e-commerce industry. The C2C giant sells pretty much everything you can imagine – from pet food to automobiles. Since sellers often compete to sell the exact same goods, prices are extremely competitive on Taobao. However, you’ll find both real and counterfeit products on Taobao, so it is generally best for products that aren’t susceptible to counterfeiting. Although Taobao’s customer feedback and ratings system ensures that bad sellers don’t survive long, its relatively slack seller requirement means you still need be cautious to avoid a bad shopping experience.

#### (2) Tmall



Tmall is a virtual mall that sells a host of brands’ products. Sellers are registered businesses with a minimum 3-year business presence in Mainland China. Over 70,000 brands, both local and global, sell through Tmall. It is like a typical shopping mall. Only bigger. And cheaper. If you’re looking for a particular brand, and you want to buy directly from that brand (or a licensed seller), go with Tmall.

(3) JD



JD.com is another popular shopping website in China. It mainly sells electronics, home appliances, clothing, and books. JD also has its own online travel service and a virtual mall for luxury brands. While it cannot compete with Taobao's exhaustive range of products, it is the general impression that JD offers better quality, logistics and after-sales service than its competitors, and logically, slightly higher prices.

(4) 1688



The Alibaba-owned shopping website, 1688.com sells vast stocks of a wide array of products like clothing, household products, and electronics. As the website is designed for wholesale business with sellers typically being suppliers and factories, you need be mindful if the products you want to buy has a minimal order quantity. It is the ideal hunting ground if you are buying in bulk. The more you buy, the cheaper the price.

## 1.2 Product Searching Guide

Method 1: Translate the webpage using Chrome.

Open the Chinese online shopping website like Taobao using Chrome, with just one-click, you can translate Chinese to English. You can type English in the search bar and you will be able to select the product you want and view the product information.

If you do not change the setting to “always translate to English”, you will have to click to translate the page after you enter a new page, otherwise, the new page will still be displayed in Chinese.

\*You can use Chrome's translation function on PC and the smartphone APP. For different settings on different platforms, please visit:

<https://www.superbuy.com/en/>

<https://support.google.com/chrome/answer/173424?co=GENIE.Platform%3DDesktop&hl=en&oco=1>.

Note: This function will only translate the text and the pictures will not be translated. Also, the translation result will not be 100% accurate due to the technical limitations. However, you will still be able to find the general information about the product you want. We suggest that you translate the page when you start your online shopping journey, it will make everything easier for you.

Method 2: Search using images.

If you are shopping on Taobao, you can try the image search engine developed by Taobao. Upload the image of the product you want to search and Taobao will find the same or similar products for you. The image search engine is fast and accurate. It is great for users who know what they want. How to use the image search engine:

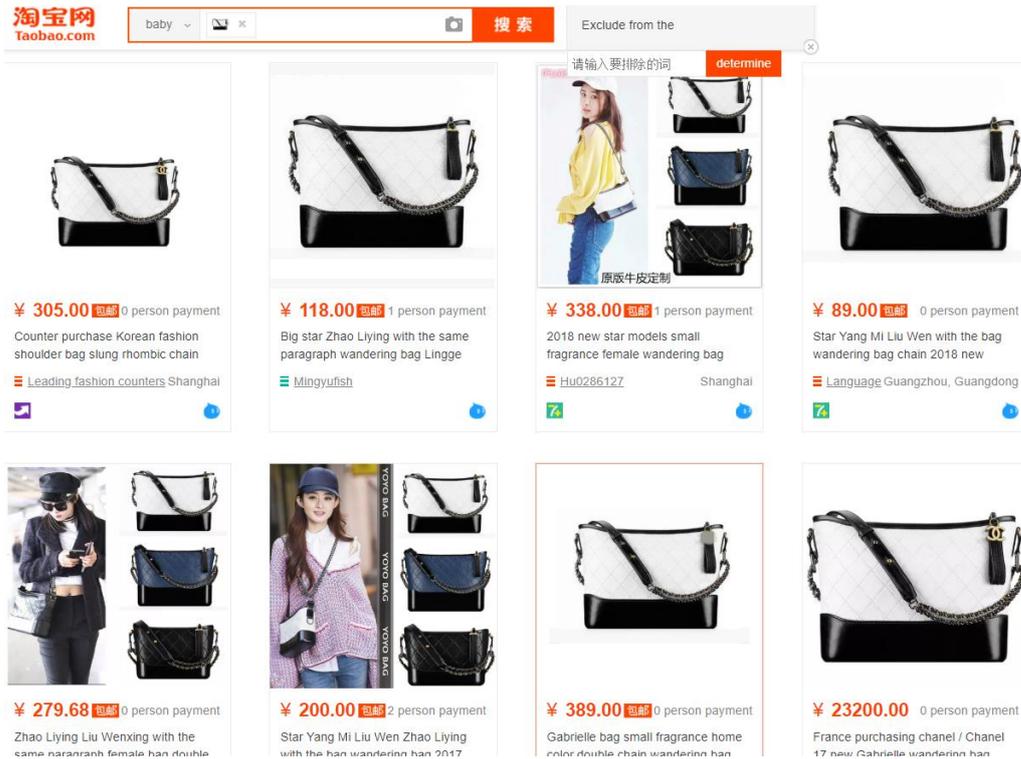
1. Save the image of the product you want to your local folder. You can find the image through websites like Google, Pinterest, and Instagram, or you can just use the photo you take. The results will be more accurate if you can use images with higher resolution or photos that show the features of the product clearly.



2. Go to Taobao (<https://www.taobao.com/>), use Chrome to translate the webpage to English, and select “Mainland” on the top left corner (marked in a blue square). Find the search bar and the camera on the left of the search button is the image search engine (marked in a red square). Click the camera to upload the image or the photo you want to search.

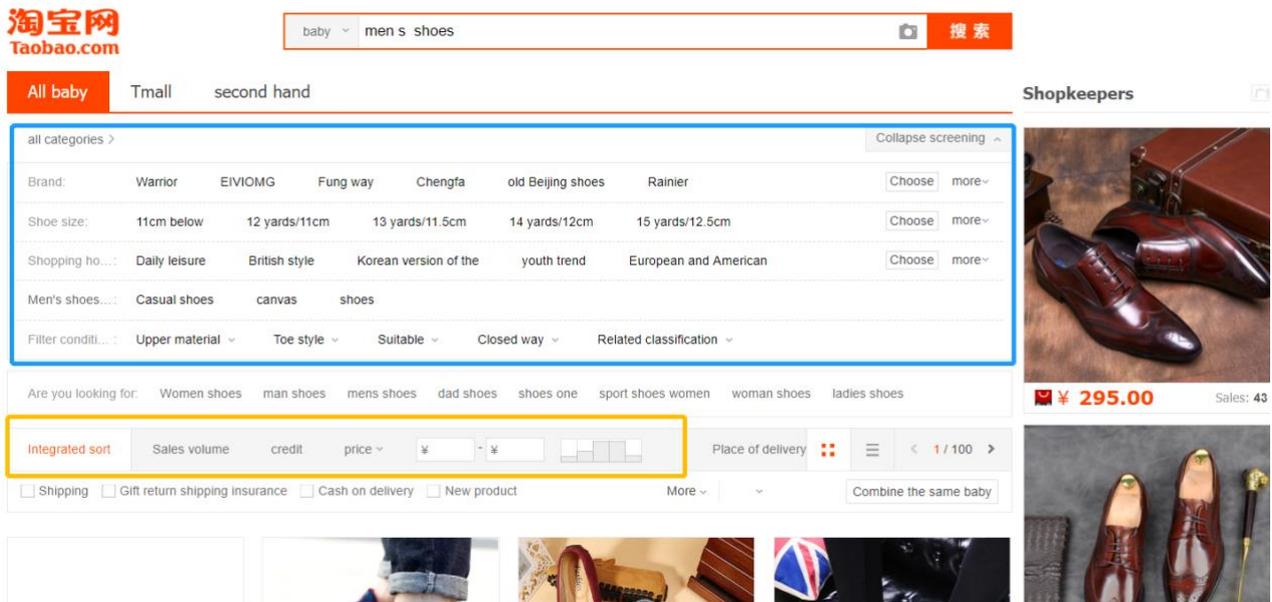


3. Wait several seconds and the system will find the results for you.



Method 3: Narrow your search by adding filters.

There might still be too many results for you with the keywords and images so you might need the filter function. For example, if you are shopping on Taobao, there will be two types of filters. The first type of filters is related to product categories (marked in the blue square), such as the brand, the style, and the size of shoes. The second type of filters are general product filters (marked in the yellow square), such as order numbers, store ratings, and price ranges. You can narrow your search by adding filters.



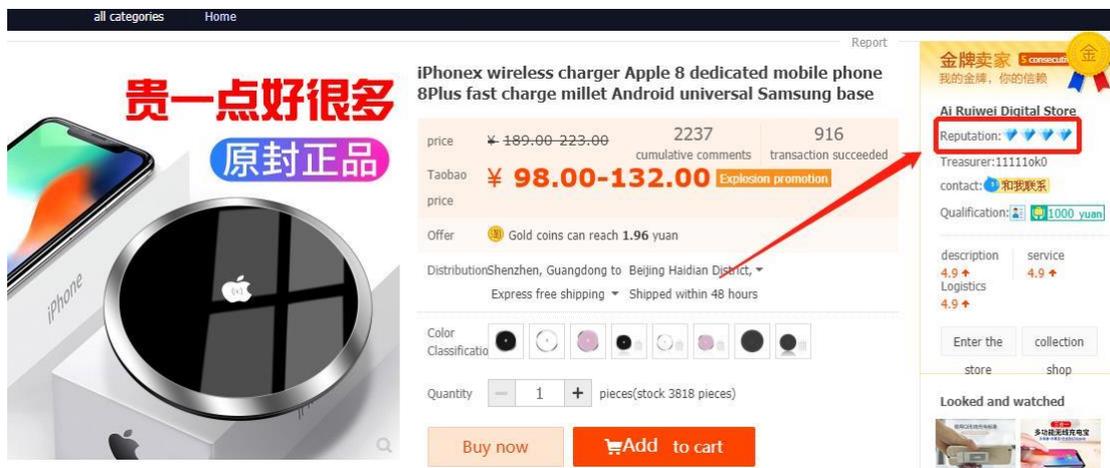
## Part II. Evaluation

### 2.1 Find a Reputable Seller

Taobao has a strict rating system for the stores, you will be able to find the sellers that you can trust by learning the system.

(1) Determine if a seller is reputable by checking the store's level of reputation.

After entering the product information page, you will find a column that is used to display the seller's information on the right. The reputation that is marked in the red square represents a seller's store level.



The level of a Taobao store is associated with the comments left by the customers, 1 positive comment will give the seller 1 point, 1 neutral comment will give the seller 0 point, and 1 negative comment will deduct 1 point from the seller. The higher the store's level, the more positive comments and orders the seller have. There is a total of 20 store levels as displayed in the image below and five golden crowns represent the highest level. Products and services provided by a store with a high store level are usually better.

Level	积分	图标
1	4分-10分	♥
2	11分-40分	♥♥
3	41分-90分	♥♥♥
4	91分-150分	♥♥♥♥
5	151分-250分	♥♥♥♥♥
6	501分-500分	💎
7	251分-1000分	💎💎
8	1001分-2000分	💎💎💎
9	2001分-5000分	💎💎💎💎
10	5001分-10000分	💎💎💎💎💎
11	10001分-20000分	👑
12	20001分-50000分	👑👑
13	50001分-100000分	👑👑👑
14	100001分-200000分	👑👑👑👑
15	200001分-500000分	👑👑👑👑👑
16	500001分-1000000分	👑
17	1000001分-2000000分	👑👑
18	2000001分-5000000分	👑👑👑
19	5000001分-10000000分	👑👑👑👑
20	10000001分以上	👑👑👑👑👑

(2) Determine if you can trust the seller by checking the store’s dynamic rating.

Below the reputation, there are three numbers with arrows on their right. The arrow on the left shows if the actual product is the same as the seller’s description, the arrow in the middle shows if the customers are satisfied with the seller’s service, and the arrow on the right shows if the seller ships the product on time (the highest score is 5). If the arrow is green, it means that the seller’s score is lower than average.



**子很多**  
**正品**

**iPhonex wireless charger Apple 8 dedicated mobile phone 8Plus fast charge millet Android universal Samsung base**

price ~~¥ 189.00-223.00~~

Taobao **¥ 98.00-132.00**

price **Explosion promotion**

Offer Gold coins can reach **1.96 yuan**

Distribution Shenzhen, Guangdong to  
Beijing Haidian District,

Express free shipping

Shipped within 48 hours

Report

**金牌卖家** 5 consecuti

我的金牌，你的信赖

**Ai Ruiwei Digital Store**

Reputation:

Treasurer: 11111ok0

contact: [和我联系](#)

Qualification: 1000 yuan

description	service
4.9	4.9
Logistics	
4.9	

## 2.2 Find the Good Product

(1) Platform: For B2B platforms like Tmall and JD, you can usually find the official stores that are run by the brands directly. The products in those stores usually have better quality but the prices will be higher. Also, Tmall and Taobao are both owned by Alibaba so you will see products from Tmall when using Taobao's search engine. If there is a Tmall icon on the bottom left corner of a product, it means that the product is from Tmall, also, the product will be sold by a general Taobao seller if there is no Tmall icon.



(2) Store: Select the stores with higher levels and scores. The higher their scores and levels are, the better quality their products will have. Please check the section above to learn to find a reputable store.

(3) Comments: Reading the comments is a good way to determine if the product is what you want. The more comments a product have, the more people have purchased the product. By clicking “cumulative comment” (marked in the blue square), you will be able to read the comments left by other customers. Click the “picture” (marked in the red square) to see the photos of the product (taken by other customers). Those photos reflect how the actual product looks like so you will not be misguided by the edited images provided by the seller.

item details **Cumulative comment 104** Exclusive service

Baby comment

All  **Picture**  Praise (104)  Intermediate evaluation (0)  Bad review (0)

 Guan \*\*\*  
The color is very gentle, the hole at the bottom is very small, the quality can be, ov  
  
July 01, 2018 13:58 Color Classification: Pink Large

 The seller who has always liked and trusted, the packaging is still perfect, the flow  
gardenia are very good.

### 2.3 Understand the Common Icons

You probably noticed the small icons when shopping on Taobao. What do those icons mean? How will they affect you? Here is a list of the common icons and their meanings.

(1) Gold Medal Seller 



¥ 130.00

Supreme 18SS ALphabet  
Vase swearing letter vase jar

Erikadd Suzhou, Jiangsu



Sellers with the gold medal icon provide the best services on Taobao. The dynamic ratings (product descriptions and services) of their stores are higher than average and they provide the 7-day guaranteed return/exchange service. They guarantee that the products they sell are authentic, also, their products

<https://www.superbuy.com/en/>

will be sampled and inspected by Taobao occasionally. Their service responses and shipping are the fastest.

(2) New Product 



When you see this icon, it means that the product becomes available fewer than 28 days ago. Pay attention to this icon if you love new products and want to become a fashion leader.

(3) Guaranteed Return/Exchange Service 

For products (certain products excluded) with this icon, you can request the guaranteed return/exchange service for objective reasons within the time limit stated by the seller after signing the parcel, however, you must make sure that the product you want to return/exchange is still good for reselling. We suggest that you select sellers with this icon when shopping.



(4) 7-Day Guaranteed Return/Exchange Service [7 7 days no reason](#)

The next day (00:00) after you signed the parcel, you can request the return/exchange service for any reason within 168 hours. The seller will pay for the shipping if there is a quality issue (product is damaged upon arrival or part of the product is missing) with the product. When you return/exchange a product, please ship the packaging, accessories, and labels along with the product. You cannot return/exchange a product if you wash the product, lose the label, or if the product is damaged by you. Also, special products like adult products or products from customized orders cannot be returned/exchanged. When you return/exchange a product that has no quality issue, you need to pay for the shipping.

**Korea counter ETUDE HOUSE / Etude House double head rotating automatic eyebrow pencil waterproof and sweatproof**

price	<b>¥ 22.00</b>	1143	307
		cumulative comments	trading success

Offer Gold coins can reach **0.44** yuan

[店铺:优惠券](#) 10 yuan shop coupons, over 299 yuan can be used [to receive](#)

[店铺:优惠券](#) 5 yuan shop coupons, over 149 yuan can be used [to receive](#)

Distribution Beijing to the Beijing Haidian District, Express free shipping   
Shipped within 48 hours

Color Classification

Quantity    pieces(stock 2130 pieces)

committed Worry-free return allergy package refund

to order insurance 7 days no reason public welfare baby

Pay Ant flower card credit card payment set

## Part III. Order Placement

### 3.1 Shopping Events

#### (1) Singles' Day ( 11.11) Shopping Event:

Many Chinese e-commerce platforms will hold big shopping events on November 11 every year, with Tmall included. You will find the biggest discounts of the year if you visit Tmall on November 11 and there will be pre-launch events before that. Many stores will announce the promotions ahead of time and send out discount coupons or red envelopes. You can collect the discount coupons you need during the pre-launch events and purchase the products you want on November 11, so you can maximize the discount by applying the coupons. The Singles' Day shopping event starts on November 11 at 00:00 and ends on November 12 at 00:00. You need to place the order and complete the payment during the event period, so you will be able to enjoy the discounted prices.

## (2) JD 6.18 Shopping Event:

June is the store celebration month for JD and June 18 is the store celebration day for JD. There will be many promotions during the store celebration month and the discounts will be the biggest on June 18. Usually, you will start seeing the promotions in late May, for example, there will be price-off events, lightning deals, cash rewards, discount coupons, and free shipping events. The main event usually starts on June 18 at 00:00 and you will be able to find the best discounts of the whole event during the day.

6.18 and Singles' Day (11.11) shopping events are not exclusive to Taobao and JD. Many other Chinese e-commerce platforms will also be celebrating on those two days, do not miss out on all the savings you can get.

### **3.2 Payment Method**

Taobao (Tmall): Alipay, UnionPay (selected debit cards and credit cards only). Currency: CN ¥.

JD: Credit cards, debit cards, Wechat. Currency: CN ¥.

For overseas users, completing the payment is usually the biggest problem when shopping on a Chinese website, however, shopping agent platforms like Superbuy will take care of everything for you. Superbuy has been serving overseas users for 6 years, to search the product you want or send the product link to us. We will purchase the product, place the order, inspect the quality, take care of the international shipping, and deliver the product to you. You can pay with PayPal on Superbuy, we will purchase the product using our own Taobao account and Chinese bank account for you. With Superbuy, you can still purchase from Chinese e-commerce marketplaces even if you do not have a Chinese bank account.

### **3.3 Price-Drop Refund Policy**

In countries like the United Kingdom and the United States, usually, popular retailers will refund you the difference upon request if the price of a product dropped within a certain period you purchased it. Unfortunately, the situation is different in China, the sellers will not promise you such things. If this is important to you, you can negotiate with the seller. If the seller declines your request, you can ask your shopping agent provider to return the product, get the refund, and purchase the product again for you, however, the product must be eligible for the 7-day guaranteed return/exchange service and you might need to pay for the shipping when returning the product

### **3.4 Sizing Standards**

(1) Check item details. The vast majority of clothing sellers offer their very own sizing charts. These charts are accurate due to the fact that sellers are incentivized to reduce the amount of exchange/refund.

Click on “item details” (in blue square) and scroll down to find the sizing chart (in red square). Often times it comes with a reference chart (in green square) that shows the suitable sizes for customers with various body dimensions.

The screenshot shows a product page with several elements:

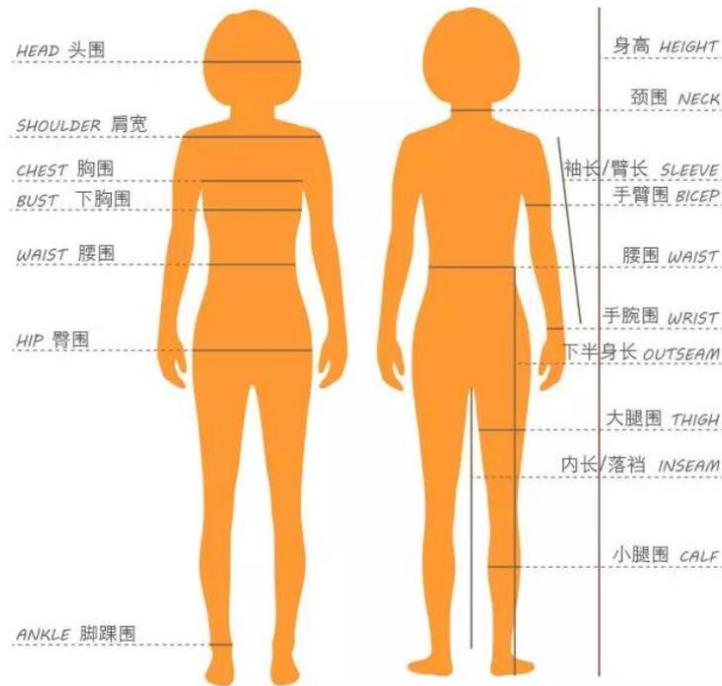
- item details**: A blue square button at the top left.
- Cumulative comment 1**: A grey button next to the 'item details' button.
- Exclusive service**: A grey button next to the 'Cumulative comment' button.
- Mobile phone purchase**: A grey button next to the 'Exclusive service' button.
- Add to cart**: An orange button at the top right.
- 尺寸说明 [ SIZE ]**: A red square box containing a size chart table.
- 每件衣服设计材质不同，我们采用平铺测量，手工测量允许2-3cm误差**: A red arrow points to a disclaimer text below the size chart.
- Try people**: A green square box containing a table with customer feedback on sizing.

Code number	Shoulder sleeve length	bust	Length	cuff
S	67	104	92	36
M	68	108	93	37
L	69	112	94	38

Try people	Height-cm/weight-km	Three dimensions	Normal yardage	Try on feeling
Dongdong	159/48	78/64/86	S/25.26	S is slightly larger
Huahua	162/51	84/70/92	S/27	S is suitable
Xiaomei	166/56	89/74/93	M/27	M is suitable
Shanshan	163/58	87/76/95	M/28	M is suitable
Shasha	165/63	94/78/96	L/29	L is suitable

(2) It should be noticed that the size chart always allows for a 2-3 cm difference from the actual size. Clothing dimensions are almost always given in centimeters while weight is sometimes given in jin (斤) which is 0.5kg. Use the cheat sheet below to decipher any mystery Chinese sizes.



(3) Tip: If you are unable to find a sizing chart, then we advise you to exercise caution before purchasing. Try looking for alternatives or just contact Superbuy’s customer service for any sizing help.

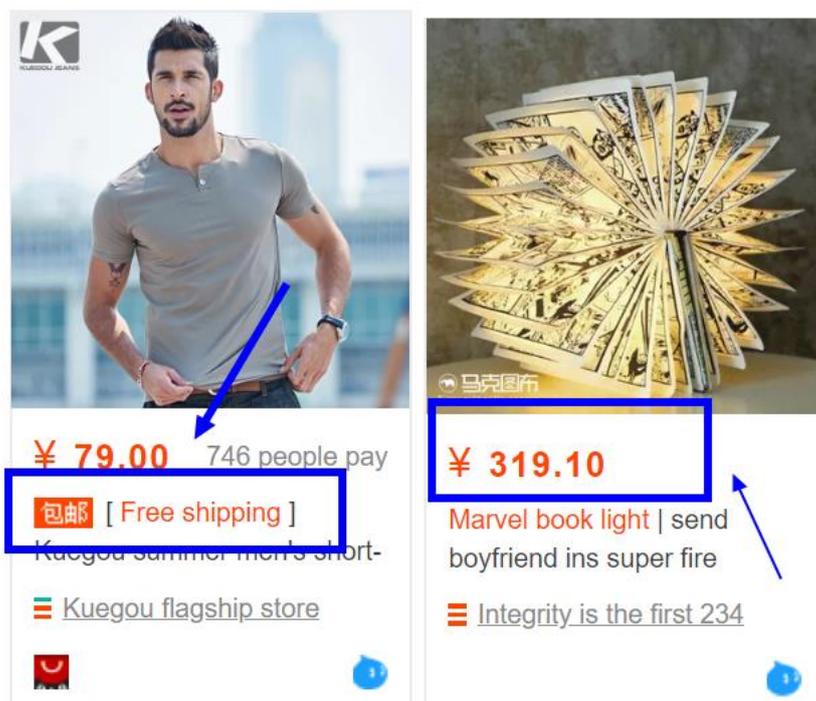
### 3.5 Power Adapter

Most of the customers on Chinese e-commerce shopping platforms are Chinese so the electronics sold on the platforms are designed for the Chinese voltage standards. Please check the voltage standards by reading the product description, searching for related information, communicating with the seller, or purchasing a power converter to go with the product when shopping for electronics that are made in China. If you want an easier way to handle everything, you can just tell Superbuy your requirement, and our shopping agents will make sure that you are getting what you want.

## Part IV. Logistics and After-Sales Services

### 4.1 Common Postage Rules

There are four common conditions when it comes to the domestic shipping in China: Free shipping with no requirement, free shipping to certain destinations, free shipping when your order total meets the requirement, and no free shipping. Free shipping with no requirement is the easiest one to recognize. If you see the icon and the text displayed on the image (left) below when searching for a product, it means that the domestic shipping is free. For products without the icon and the text like the one on the image (right) below, the shipping is not free.



However, some products without the icon and the text will still be shipped for free, the seller might show the shipping offer at somewhere else. If you have any questions regarding the postage rule of a product, Superbuy will answer them for you.

### 4.2 Product Return/Exchange Service

#### (1) 7-Day Guaranteed Return/Exchange Service

For stores that provide this service, the next day (00:00) after you signed the parcel, you can request the return/exchange service for any reason within 168 hours. The seller will pay for the shipping if there is a quality issue (product is damaged upon arrival or part of the product is missing) with the

product. When you return/exchange a product, please ship the packaging, accessories, and labels along with the product. You cannot return/exchange a product if you wash the product, lose the label, or if the product is damaged by you. Also, special products like adult products or products from customized orders cannot be returned/exchanged. When you return/exchange a product that has no quality issue, you need to pay for the shipping.

**Korea counter ETUDE HOUSE / Etude House double head rotating automatic eyebrow pencil waterproof and sweatproof**

price **¥ 22.00** 1143 cumulative comments 307 trading success

Offer Gold coins can reach **0.44** yuan

**{店铺:优惠券}** 10 yuan shop coupons, over 299 yuan can be used [to receive](#)

**{店铺:优惠券}** 5 yuan shop coupons, over 149 yuan can be used [to receive](#)

Distribution Beijing to the Beijing Haidian District, Express free shipping   
Shipped within 48 hours

Color Classification

Quantity 1 pieces(stock 2130 pieces)

**Buy now** **Add to cart**

committed Worry-free return allergy package refund

to order insurance **7 days no reason** public welfare baby

Pay Ant flower card credit card payment set

Under normal circumstances, you need to pay for the shipping when returning/exchanging a product unless there is a quality issue with the product. However, if you have the shipping insurance (gifted or purchased), you will get part of the postage back as a compensation.

**(2) Shipping Insurance for Product Return Service**

You can choose to purchase the shipping insurance (price may vary) when purchasing a product and sometimes the seller will gift you the insurance. After you return a product and the seller refunds you, you will get the shipping cost as a compensation with the shipping insurance, however, the number will be calculated using the distance between the two locations by the insurance company. It is a fixed number and it will not change due to the actual shipping cost you need to pay. Superbuy will purchase the insurance for you upon request so you can minimize the loss when you need to return/exchange the product.

### **(3) Refund and Exchange of Overseas Buyers**

Product refund and exchange could involve lots of communication with the sellers. For foreign customers, the time difference and language barriers might make this a painfully inefficient process. But don't forget, Superbuy is here to help you!

Superbuy will take photos of every item you purchase after it arrives at our warehouse. We will send you the photos; if you are not satisfied with the purchase, we can coordinate refund and exchange for you.

With photo and/or video evidence, the likelihood of securing a refund/ exchange increases dramatically. However, all return policies are time sensitive. It is imperative that you tell us if you decide to make a refund/ exchange ASAP. The longer you wait, the less likely it is for us to succeed in the negotiate.

### **4.3 International Logistics**

Most of the Chinese e-commerce platforms only offer domestic shipping, here is a list of choices you have when you need international shipping:

(1) Use the international logistics providers offered by the sellers. A few of the sellers on Chinese shopping platforms offer international shipping, however, you might encounter problems like a limited selection of shipping lines, a limited selection of shipping destinations, slow shipping, high shipping cost, bad services, and high customs taxes.

(2) Use Superbuy, a shopping agent service provider. Superbuy's shopping agent service covers presales enquiries, product purchasing, quality inspection, and logistics. Superbuy works with reputable international logistics companies and offers 36 shipping lines, covering more than 150 countries and areas. You can select the most cost-effective shipping line based on your requirement.

Superbuy also offers 180-day free storage and parcel consolidation services. For products that you do not need in a hurry, you can store them in Superbuy's warehouse and ship them together later to save on international shipping.

<https://www.superbuy.com/en/>

If you use international shipping often, you could try Superbuy's Prime membership service. With the Prime membership, you can get up to 20% off shipping and enjoy many member exclusive benefits.



Superbuy

[www.superbuy.com](http://www.superbuy.com)